Sponsors Report®

2008 NASCAR Craftsman Truck Series
Mid-Year Report

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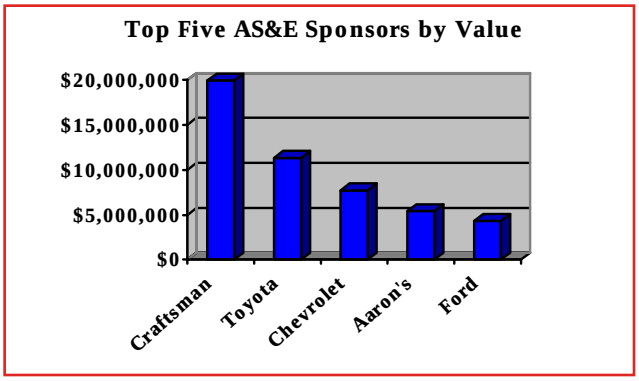
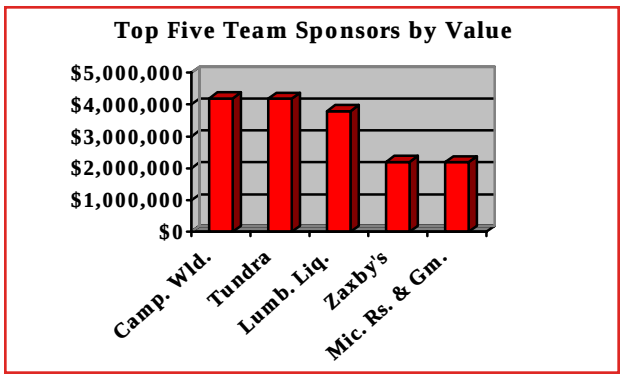
NASCAR

2008 NASCAR Craftsman Truck Series Mid-Year Report





Top 25 AS&E Sponsors

	Exp. Time	Spon. Ment.	CP:30 Value
Craftsman	20:09:04	1,222	$19,907,920
Toyota	10:38:49	776	11,328,435
Chevrolet	8:14:41	371	7,720,940
Aaron's	6:38:43	414	5,417,555
Ford	3:43:46	445	4,335,555
Optima Batteries	4:51:00	57	3,479,775
Citgo	4:13:15	0	2,932,635
Silverado (Chevrolet)	2:52:41	68	2,495,420
Sunoco	2:32:56	5	2,233,995
XM Satellite Radio	2:37:09	0	2,178,585
Touch of Gray (JFM)	2:40:15	36	1,925,170
MSD	2:25:17	3	1,829,835
Dodge	1:47:21	171	1,826,135
TRD	2:00:01	14	1,750,515
Sprint	1:19:29	161	1,729,830
Goodyear	1:39:10	50	1,561,915
Pennzoil	43:52	21	1,490,600
J.E. Pistons	1:36:32	0	1,446,025
Royal Purple	1:56:36	24	1,396,555
Ram's Head (Dodge)	1:47:40	0	1,337,380
Mechanix Wear	1:27:28	0	1,267,115
Just For Men	1:32:57	24	1,122,680
Wix Filters	1:11:31	0	1,086,540
O'Reilly Auto Parts	1:23:12	54	1,068,005
Impact!	1:17:29	0	1,020,230

Top 25 Team Sponsors

	Exp. Time	Spon. Ment.	CP:30 Value
Camping World	4:57:46	170	$4,187,040
Tundra (Toyota)	4:30:24	184	4,182,470
Lumber Liquidators	4:31:12	164	3,789,710
Zaxby's	2:29:33	85	2,204,065
Miccosukee Res. & Gm.	2:22:38	45	2,193,245
RVs.com	2:31:23	26	2,126,210
Con-Way Freight	2:18:50	73	1,962,480
Northern Tool + Equip.	2:19:39	66	1,956,265
Toyota Cert. Used Veh.	1:45:45	42	1,541,905
RV Sales (Camp. Wld.)	1:47:57	42	1,331,385
Red Bull	1:40:21	45	1,321,700
Team ASE	1:19:03	75	1,246,765
NOS Energy Drink	1:13:13	23	1,167,900
American Comm. Lines	1:16:10	47	1,008,180
Menards	1:07:30	37	962,345
VFW	39:28	26	890,520
Circle Bar	50:39	26	844,660
San Bernardino County	21:12	28	758,700
Air Force	44:41	50	750,120
Wyler.com	47:56	44	734,775
MaxxForce	43:42	23	723,145
GoDaddy.com	54:21	39	704,795
Hyprene (Ergon)	59:33	3	701,840
Ford PSD by Int'l.	45:00	15	643,385
Construct Corps	46:04	17	638,870

Top AS&E Sponsors

	Exp. Time	CP:30 Value
Craftsman: (1,222 Mt.)	**20:09:04**	**$19,907,920**
Running Order Graphics	7:53:23	$6,783,680
Windshield Identity	5:47:47	4,938,020
Series Title Graphics	3:36:09	2,946,430
Mentions	N/A	2,786,675
Driver Uniforms	41:16	597,395
Toyota: (776 Mentions)	**10:38:49**	**$11,328,435**
Running Order Graphics	3:13:43	$3,380,075
Truck Identity	2:50:50	2,377,235
Mentions	N/A	1,753,225
Graphics Accomp. Run. Order	1:02:37	863,225
Driver Uniforms	46:24	715,505
Chevrolet: (371 Ment.)	**8:14:41**	**$7,720,940**
Truck Identity	5:35:17	$4,470,625
Mentions	N/A	750,350
Graphics Accomp. Run. Order	32:41	476,550
Retaining Wall	9:02	281,245
Graphics Acomp. Final Result	20:14	245,345
Aaron's: (414 Mentions)	**6:38:43**	**$5,417,555**
Running Order Graphics	5:48:51	$4,039,680
Mentions	N/A	799,020
Trivia Graphics	23:03	266,915
Lucky Dog Graphics	19:45	228,705
Brought to You by Graphics	3:42	42,845
Ford: (445 Mentions)	**3:43:46**	**$4,335,555**
Mentions	N/A	$976,255
Truck Identity	44:06	618,465
Running Order Graphics	14:10	457,585
Graphics Accomp. Run. Order	26:08	379,975
Grill Identity	21:41	353,300

Top Team Sponsors

	Exp. Time	CP:30 Value
Camp. Wld.: (170 Mt.)	**4:57:46**	**$4,187,040**
Running Order Graphics	1:19:52	$1,087,855
Rear Quarter Panel Identity	1:15:06	907,235
Hood Identity	51:04	681,900
Mentions	N/A	349,940
Event Title Graphics	16:27	190,490
Tundra (Toy): (184 Mt.)	**4:30:24**	**$4,182,470**
Hood Identity	50:09	$713,515
Rear Quarter Panel Identity	44:12	613,530
Tailgate Identity	30:22	454,685
Veh. Id. in Vw. of Roof Cam.	35:06	452,060
Mentions	N/A	431,085
Lumber Liq.: (164 Ment.)	**4:31:12**	**$3,789,710**
Hood Identity	1:05:15	$890,455
On-Board Graphics	35:51	415,145
Veh. Id. in Vw. of Roof Cam.	32:15	373,475
Running Order Graphics	31:18	362,455
Tailgate Identity	26:29	346,930
Zaxby's: (85 Mentions)	**2:29:33**	**$2,204,065**
Running Order Graphics	51:33	$596,950
Rear Quarter Panel Identity	24:34	341,910
Hood Identity	18:05	270,220
Veh. Id. in Vw. of Roof Cam.	16:09	236,745
Mentions	N/A	198,580
Mic. Res. & Gm.: (45 Mt.)	**2:22:38**	**$2,193,245**
Hood Identity	1:07:26	$1,024,090
Rear Quarter Panel Identity	1:05:25	951,735
Mentions	N/A	86,850
Tailgate Identity	3:51	61,170
Driver Uniforms	3:24	39,375

Methodology: In-Broadcast Exposure

All clear, in-focus exposure time observed during the in-broadcast portions of the telecast(s) is monitored and tabulated. In addition, each verbal mention of a brand is counted and valued at :10, based on proprietary Joyce Julius and Associates historic research. When two or more of the same sponsor's identities appear on screen simultaneously, only the dominant source is counted to prevent duplication of exposure.

To attribute a dollar value for each sponsor's exposure, on-screen time and verbal mentions are compared to the network's cost per :30 commercial rate. Values may vary $100 per source due to rounding. Please note, ONLY the top five exposure sources are listed with each sponsor in this report. Complete source detailing is available by contacting a Joyce Julius sales representative.

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Associate, Series and Event Sponsors

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
A.1.	0:24	0	4,630
A-10 (AIR FORCE)	0:21	3	9,845
AAA	13:27	3	207,140
AAA INSURANCE	10:48	33	188,755
AAA.COM	1:27	0	16,810
AARON'S	6:38:43	414	5,417,555
AATAC	2:48	0	32,425
ABC SUPPLY CO.	13:33	0	156,995
ACLINES.COM	25:12	0	291,970
ADCO	0:56	0	11,505
ADIDAS	1:03	0	12,160
ADVANCE AUTO PS.	1:12	12	37,060
AES HR SOLUTIONS	0:02	0	1,075
AFLAC	3:36	0	41,710
AIRFORCE.COM	7:34	3	113,485
ALL-IN-1 CUT. TL. (C.)	3:18	3	44,005
ALLTEL	1:00	0	32,300
ALPINESTARS	15:52	0	309,440
AM 1440 WRGM	0:03	0	580
"AM.'S MOST WNTD."	0:24	2	23,685
AMP ENERGY DRINK	0:10	0	5,380
ANHEUSER-BUSCH	0:36	0	19,380
APACHE AH64	0:15	0	2,895
AQUAFINA	0:57	0	11,020
ARCTIC CAT	0:06	0	3,230
ARRNGTNENG.COM	1:33	0	17,945
ASE.COM	11:06	0	130,610
AU	0:03	0	580
AUTISM AWARENESS	1:18	3	20,845
AU. CL. OF SO. CAL.	9:08	26	430,660
AUTO METER	28:30	0	427,415
AUTO ZONE	1:32	0	49,525
AVENGER (DODGE)	0:06	0	3,230
AVIS	0:10	0	5,385
BACARDI	5:57	0	69,015
BAILEY'S	1:38	0	52,725
BLLWMTRSPRTS.COM	0:06	0	1,160
BANK OF AMERICA	12:12	0	255,270
BANQUET	0:24	0	4,635
BASS PRO SHOPS	0:03	0	580
BAT. POW. SAW (CR.)	2:18	3	32,425
BE THR. GARG. EXP.	0:57	6	22,580
BEAR BOND	0:00	9	17,370
BELL SAFETY EQUIP.	1:43	0	27,485
BELTRA. CAS. & RES.	1:15	0	14,490
BERETTA	0:06	0	1,160
BEST BUY	11:15	0	130,340
BEST WESTERN	2:18	0	26,675
BILSTEIN	2:00	0	23,175
BILSTEIN.COM	0:09	0	1,735
BLUE CR. BLUE SHD.	1:48	0	20,870
BLUE OX	21:41	0	328,465
BLUE SPR. SERV. CTR.	0:12	0	2,315
BOJANGLES	0:33	0	6,380
BOMB. LEARJET	0:57	0	11,010
BOSCH	38:15	9	561,945
BOWEN FAM. HMS.	0:05	0	1,655
BOWERS SIGNS	0:39	0	7,535
BOYD GAMING CO.	0:00	3	5,790
BPE SLCT. ANNUITY	1:57	0	22,580
BREAST CANCER RIB.	4:16	0	137,815
BRIGGS & STRATTON	8:54	0	103,200
BRP	0:20	0	10,765
BSR	0:12	0	2,315
BUD LIGHT	0:39	0	7,535
BUDWEISER	47:10	8	1,017,630
BUSCH	0:00	3	5,790
BUSH'S BAKED BEANS	0:03	0	580
BUTLERBUILT	9:05	0	112,095
C17 GLBMSTR. 3 (A.F.)	0:00	3	5,790
C3 19.2 V. R./A. D. (C.)	2:12	0	25,475
CAMARO Z28 (CH.)	0:00	6	11,580
CAMPINGWLD.COM	4:54	0	60,925
CAN-AM	9:26	4	326,235
CARFAX	1:36	0	18,555
CARILION CLINIC	3:20	0	107,575
CAR. HLTHCR. SYS.	0:18	0	3,475
CAROL. MED. CTR.	0:12	0	2,320
CARQUEST	4:30	0	52,155
CAR-X AUTO SERV.	0:36	0	6,950
CASTROL	0:00	3	5,790
CASTROL GTX	0:36	0	6,950
CENTRIX	0:06	0	1,160
CENTURION	0:42	0	8,105
CENTURY	0:30	0	5,790
CHAMPION	0:03	0	580
CHARGER (DODGE)	0:04	0	2,155
CHARTER	2:43	0	32,850
CHASE	43:03	0	583,505
CHECKERS	0:11	0	2,810
CHEERIOS	0:02	0	1,075
CHEERWINE	0:39	0	7,530
CHEVROLET	8:14:41	371	7,720,940
CHEVY TRUCKS	1:15:47	0	1,011,050
CHRSYWLCRAC.CM	0:27	0	5,210
CINCINNATI BELL	1:12	0	13,900
CINTAS	5:22	0	65,650
CIRCLE K	7:36	18	122,770
CIRCLEBARRAC.CM	0:21	0	4,055
CITGO	4:13:15	0	2,932,635
CITGO LUBRICANTS	3:03	27	87,440
CITGRD. SYN. (CIT.)	0:00	27	52,110
CITI	5:03	0	58,495
CITIZENS BANK	0:12	0	2,320
CLEVITE	0:02	0	1,075
CLICK IT OR TICKET	0:27	0	5,215
COACH-NET	12:53	0	197,550
COCA-COLA	27:13	6	332,505
COKE ZERO	1:09	0	13,340
COMP CAMS	54:53	0	808,285
COOL CITY CSTMS.	10:51	21	166,205
COORS	1:00	0	11,585
COORS LIGHT	0:33	0	6,375
"COPS"	0:24	4	34,455
CORVETTE (CHEV.)	0:06	0	3,230
COWEN LOGISTICS	0:51	0	9,845
COWNTRCKLN.COM	0:46	0	10,265
CRAFCO	0:04	0	2,155
CRAFTSMAN	20:09:04	1,222	19,907,920
CRAFT. UTLTY. SET	1:44	2	66,750
CRITICAL LIFE EMS	0:09	0	1,740
CROCS.COM	0:24	0	4,635
CROWN ROYAL	8:51	0	150,185
D&D RACING	0:06	0	3,230
DASANI	0:15	0	2,895
DAYCO	1:48	0	27,065
DEIST	1:21	0	15,635
DELPHI	0:21	0	4,055
DELTA AIRLINES	0:51	0	9,860
DENSO	25:23	0	371,315
DEVILBISS	0:24	0	4,635
DeWALT TOOLS	0:39	0	11,665
DICKIES	7:36	0	88,135
DIEHARD	0:03	0	580
DIET PEPSI	0:09	0	1,740
DIG. INF. THRM. (C.)	2:18	3	32,425
DIRECTV	9:45	44	310,420
DIRECTV HD	0:06	0	1,160
DIRECTV.COM	0:09	0	1,740
DITECH.COM	0:03	0	580
DIVERSIFD. ELCTRN.	13:45	0	159,230
DLP (TEXAS INST.)	0:06	0	1,160
DODGE	1:47:21	171	1,826,135
DODGE DEALERS	1:49	0	49,355
DODGE.COM	2:54	0	33,585
DONNYLIA.COM	0:33	0	6,370
DOVER MSPTS., INC.	0:36	0	6,955
DOVERSPDWY.COM	10:54	0	126,275
"DRAG RACE HIGH"	0:42	3	13,895
DRINKNOS.COM	26:52	0	399,600
DRIVER BOUTIQUE	0:00	3	5,790
DUPONT	0:08	0	2,235
DUPONT CTRY. CLUB	0:06	0	1,160
DWSTORE.COM	0:32	4	38,760
EAGLE (GOODYEAR)	3:57	0	78,865
EASY CARE	0:00	3	5,790
EDELBROCK	28:06	0	424,870
EDY'S	1:30	0	17,385
877-RACE-TIX	0:36	0	19,370
888.HELP.LLS	0:51	0	9,840
ELECTRIC	11:47	0	284,250
ELGIN	0:10	0	5,380
ERGONRACING.COM	0:06	0	1,160
ESPN RADIO	0:21	0	4,060
ETHANOL	0:09	0	1,740
EXXONMOBIL	0:19	0	9,195
E-Z-GO	0:53	0	10,920
F-150 (FORD)	0:00	55	119,960
FACET	1:24	0	16,210
FASTENAL	0:47	0	15,975
FEATHERLITE	19:12	0	278,325
FED. CAR CARE	0:30	0	5,790
FEDEX	13:56	3	190,725
FEDEX EXPRESS	0:04	0	2,150
FEL-PRO	0:09	0	1,740
FERRARI	0:00	9	17,370
15 AMP HYP. SAW (C.)	3:27	6	51,530
FIFTH THIRD BANK	1:27	0	16,810
FGPT. GRG. OPN. (C.)	1:48	0	20,845
FIRESTONE	0:39	0	7,540
540AM ESPN	1:21	0	15,630
FLANDERS BF. PATS.	0:03	0	580
FLOR. DODGE DLRS.	0:00	6	11,580
FOOD LION	1:48	0	20,860
FORD	3:43:46	445	4,335,555
FORDRACING.COM	0:30	0	5,795
FORWARD AIR	1:15	0	14,475
FOUR WDS. MTHMS.	0:04	0	2,155
FOXSPORTS.COM	12:54	2	427,430

Associate, Series and Event Sponsors, Continued

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
FRAC TECH	0:30	0	5,795
FREEDOMRDS.COM	0:21	0	4,055
FREIGHTLINER	1:12	0	28,405
F-SERIES (FORD)	1:01:51	0	935,940
FUSION (FORD)	0:06	0	3,230
GARMIN	0:07	0	2,730
GATORADE	7:05	3	117,520
GATORBACK	0:02	0	1,075
GEHL	17:51	0	206,825
GEICO.COM	0:03	0	580
GENERAL MOTORS	0:15	3	8,685
GEORGIA BOOT	0:09	0	1,740
GEORGIA PACIFIC	1:18	0	15,070
GEORGIA POWER	0:24	0	4,640
GERMNRCNG.COM	0:30	0	5,790
GETTY IMAGES	0:09	0	1,735
GINN CL. & RES.	0:08	0	2,235
GMAC	0:05	0	1,655
GOODYEAR	1:39:10	50	1,561,915
GOODY'S	4:00	3	134,925
GOODY'S CL. ORG.	12:14	0	370,115
GORDON'S	0:15	0	2,895
GPS STORE, THE	0:05	0	1,655
"GRAB LIFE" (DOD.)	11:27	30	190,525
GRAND HM. FURN.	1:31	0	18,945
GRTR. CIN. FD. DLRS.	2:42	6	42,875
GROTTO PIZZA	0:54	0	10,435
HAAS AUTO., INC.	2:38	3	36,980
"HAPPENING, THE"	0:18	0	3,470
HD. RK. HTL. & CAS.	0:21	0	4,060
HARLEY DAVIDSON	0:21	3	9,845
HARRAH'S	0:21	0	4,060
HCA	0:15	0	2,895
HELUVA GOOD!	8:51	0	102,535
HEMI (DODGE)	11:17	0	166,565
HCKRY. CHRCL. (K.)	0:10	0	5,385
HOLLEY	36:50	0	524,660
HOME DEPOT, THE	8:45	30	271,060
HOMEDEPOT.COM	0:12	0	6,460
HOOSIER	0:00	3	5,790
HOOTERS	0:10	15	32,260
HOOTERS EN. DRK.	0:02	0	1,075
HOTPASS (DIRECTV)	0:00	17	39,715
HUNTINGTON	0:03	0	580
HUTCH.-PGN. ENT.	0:21	0	4,055
IMPACT!	1:17:29	0	1,020,230
IMPALA SS (CHEV.)	0:09	0	3,805
INFINEON	2:45	6	43,425
INGERSOLL RAND	0:10	0	5,385
INTERNATIONAL	48:28	18	860,615
"IRON MAN"	9:33	3	116,380
IRWIN	0:30	0	16,150
ISP	4:20	0	67,445
IWX	0:12	0	2,320
J.E. PISTONS	1:36:32	0	1,446,025
JACKSPRAGUE.COM	0:15	0	2,895
JANI-KING	2:09	0	24,930
JARRETT WELDING	0:15	0	2,895
JCB	0:09	0	1,740
JEGS	0:18	0	5,545
JEGS.COM	0:03	0	580
JERR-DAN	0:30	0	5,790
JESEL	33:53	0	480,115
JIM BEAM	0:09	0	1,740
JIMMYV.ORG	0:42	0	8,110
JOHNS MANVILLE	8:21	0	96,725
JSONLINE	0:12	0	2,315
JUST FOR MEN	1:32:57	24	1,122,680
JUSTICE BROTHERS	1:51	0	21,420
JUSTIN BOOTS	0:02	0	1,075
K&N FILTERS	12:11	0	164,590
KANSAS BD. OF TRSM.	0:15	0	2,895
KANSAS LOTTERY	2:12	0	25,500
KANSASSPDWY.COM	5:48	0	67,275
KARL'S EV. RENTAL	0:09	0	1,740
KENT CONST. CO.	0:03	0	580
KENTCKYSPWY.COM	1:33	0	17,965
KEVHRVICKINC.COM	5:58	0	72,550
KEYSTONE LIGHT	23:37	0	355,665
KING TACO	0:42	0	22,585
KINGSFORD CHRCL.	0:10	0	5,385
KLONDIKE	0:57	0	11,020
KOBALT TOOLS	6:30	0	75,315
KODAK	0:26	0	11,925
KOHLERRNTL.COM	1:00	0	11,600
KOI AUTO PARTS	3:09	0	36,530
KRAFT	1:03	0	12,155
KRC	0:03	0	580
KROGER	3:14	4	107,265
KUMED	0:27	0	5,215
KYLEBUSCH.COM	0:17	0	6,045
LA QUINTA	0:16	0	8,610
LABOR READY	1:26	0	46,265
LAT	0:24	0	4,635
LCS IND. ELCT. SRV.	0:06	0	1,160
LESTER BUILDINGS	4:01	0	47,945
LIFELOCK	4:36	0	53,325
LIL EXTREME PROD.	0:04	0	2,155
LINCOLN WELDERS	1:06	0	12,745
LIVE 105.3 FM	0:06	0	1,160
LLFLOORS.COM	51:08	0	638,445
LONESTAR	0:12	0	2,320
LOWE'S	31:45	4	853,360
LOWES (MTR. SPWY.)	44:45	198	900,490
LUCAS OIL PROD.	0:03	0	580
LUMBRLQDTRS.COM	1:13	0	32,050
M (MOPAR)	0:21	0	4,055
M&M	0:18	0	3,475
M&MS	0:40	3	27,315
MAC TOOLS	6:20	0	82,325
MAC. & CHEESE (KR.)	1:03	0	12,160
"MAGNUM P.I."	0:00	3	5,790
MAHINDRA TRCTRS.	28:12	3	332,345
MAHLE	1:02:43	0	914,190
MARKMITCHL.COM	0:06	0	1,160
MAUI JIM	0:09	3	7,525
MAXXFORCE.COM	13:10	0	213,990
McLAREN	0:00	3	5,790
MEAD	0:06	0	1,160
MECHANIX WEAR	1:27:28	0	1,267,115
MEIJER	6:18	0	73,020
MEMOREX	4:42	0	54,450
MEMPHMSPTSPK.CM	2:00	0	23,180
MESCO	19:53	0	301,400
METHODIST	0:33	0	6,380
MEYER	0:33	0	6,375
MDWST. FORD DLRS.	1:24	0	16,230
MILLER INDUSTRIES	0:27	0	5,210
MILLER LITE	4:01	0	78,985
MILW. JRNL. SENT.	2:03	0	23,750
MINTEX	0:06	9	18,530
MIRACLE WHIP	3:12	0	37,070
MISPEEDWAY.COM	1:36	12	41,690
MOBIL	0:00	4	21,535
MOBIL 1	39:31	0	788,465
MOEN	0:21	0	4,055
MONSTER RACING	0:06	0	1,160
MOOG	1:07:52	0	1,004,890
MOROSO	20:58	0	310,500
MTR. SP. IMG. & AR.	0:12	0	6,460
MOTORCRAFT	0:28	0	10,930
MOTOROLA	2:15	0	26,075
MOUNTAIN DEW	6:08	0	193,815
MR. PIBB	0:09	0	1,735
MRN	2:27	0	32,525
MSD	2:25:17	3	1,829,835
MUSCO LIGHTING	2:15	0	30,205
MUSTANG (FORD)	0:00	3	5,790
'MYRACEDAY"	0:42	3	13,895
N. CAR. ED. LOTRY.	15:03	42	255,350
NAPA AUTO PARTS	0:33	0	6,380
"NASCAR CNFDNTL."	1:15	6	26,055
"NASCAR IN A HRY."	0:24	6	16,210
NASCAR MEDIA GRP.	2:48	0	38,630
"NASCAR RACEDAY"	6:21	44	169,505
"NASCAR VICT. LN."	0:10	2	16,150
NASCAR.COM	4:42	12	92,130
NATIONAL GUARD	2:38	6	42,770
NAT'L. PORK BOARD	0:35	0	7,450
NATIONWIDE	29:17	163	720,165
NAVY	0:12	0	2,320
"NCTS SETUP"	5:39	42	146,490
NEWELL	1:12	0	13,915
NEXTEL	0:53	11	41,125
NICHOLSNGRP.COM	1:07	0	14,315
NICORETTE	2:29	0	29,480
NORTH FACE, THE	0:06	0	3,230
NORTHERNTL.COM	11:22	0	162,045
NTN	0:03	0	580
O MAGAZINE	0:06	0	1,160
OAKLEY	2:21	0	27,210
OFFICE DEPOT	0:05	0	1,655
OGIO	2:07	0	40,395
OHANA MUS. GRP.	0:18	3	9,265
OLD SPICE	2:10	0	28,575
OMNI M. H. A. L. C.	0:51	0	9,845
OMP	1:27	0	16,790
"101 CRS. Y. M. DRV."	2:15	21	66,590
1/4 IN. IMP. WR. (C.)	2:18	3	32,425
1-800-CINTAS1	0:09	0	1,740
1-800-DIRECTV	1:00	3	17,370
1-800-FLOORING	1:15:51	0	913,640
1-888-OWN-A-CAT	0:08	0	4,300
OPEN JOIST	2:21	0	29,280
OPEN PANTRY	1:18	0	15,080
OPPORTNTYCA.US	1:36	0	51,655
OPTIMA BATTERIES	4:51:00	57	3,479,775
O'REILLY AU. PTS.	1:23:12	54	1,068,005
ORKOT	0:12	0	2,320

Associate, Series and Event Sponsors, Continued

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
ORLEANS, THE	0:09	0	1,740
OUTBACK STKHS.	2:33	0	29,570
P-51	0:33	9	23,740
PADRES.COM	0:02	0	1,075
PANASONIC	4:14	0	136,705
PENNZOIL	43:52	21	1,490,600
PENSKE	16:55	0	244,950
PEP BOYS AUTO	1:27	0	16,805
PEPSI	21:20	0	496,270
PERF. FRCT. BRAKES	0:15	0	2,895
PG HEALTHCARE	0:39	0	7,530
PLIERS - S. OF 3 (C.)	1:15	3	20,265
POLARIS	1:00:15	9	715,065
PONY	0:12	0	2,315
POTAWATOMI	0:12	0	2,315
POWER PLAY	2:36	0	30,150
POWERADE	1:48	0	20,855
PPG	0:10	0	5,385
PRO MOTORS	0:00	15	28,950
PRO-COMP (A.-M.)	0:06	0	1,160
PROPANE	2:30	0	28,950
PUMA	5:03	0	58,495
QUAKER STK. & LB.	0:00	3	5,790
R7 (TAYLOR MADE)	0:06	0	1,160
RACETICKETS.COM	3:20	0	107,560
RACING ELCTRNCS.	10:17	0	136,345
RACING RADIOS	6:59	0	98,125
RAHALL'S	0:09	0	1,740
RALLY'S	0:06	0	1,160
RAM'S HD. (DOD.)	1:47:40	0	1,337,380
RANGER (POLARIS)	42:51	0	496,205
RAPID	0:09	0	1,740
RAVNSWD. WINERY	0:03	0	580
RAYBESTOS	32:12	15	499,235
RE/MAX INT'L.	1:12	108	222,350
RED ROCKS CAFE	0:12	6	13,895
RED TOP AU. AUC.	9:58	0	120,980
R. T. LTH. ION B. (C.)	0:54	3	16,210
REDRIVERDOD.COM	0:03	0	580
RHEEM	10:38	3	146,215
RHODIUM RECORDS	0:00	3	5,790
ROAD RUNNER	1:36	0	18,555
ROAD RNR. TURBO	0:30	0	5,800
ROLEX	1:15	19	64,960
RONHORNDY.COM	1:30	0	17,375
ROUSHFNWY.COM	1:36	0	18,525
ROUSH-YATES ENG.	0:00	6	11,580
ROWDYBSCH.COM	0:42	0	8,105
ROYAL PURPLE	1:56:36	24	1,396,555
RV RENTAL (C. WD.)	1:00	0	11,580
SABELT	0:03	0	580
SAFECRAFT	2:49	3	39,790
SAFE-TRACK	0:09	0	1,740
SAFETY SOLUTIONS	0:12	0	2,315
SAFETY-KLEEN	40:22	0	529,020
SAM'S TN. HT. & CS.	40:06	39	539,760
SAMSUNG	0:36	0	6,950
SAMSUNG HDTV	0:14	0	7,535
SAMSUNG MOBILE	3:03	0	35,365
SAN MANUEL	3:44	0	120,560
SANMANUEL.COM	1:38	0	52,735
SCHROTH	0:12	0	6,460
SCOTCH	0:16	0	8,615
SCOTTS	0:42	0	8,110
SEAFORD ICE	0:03	0	580
SEALBEST	17:08	0	252,985
SEARS	7:02	100	315,985
SEGA	0:00	3	5,790
SELECT (EXIDE)	1:21	0	15,635
SEM	1:53	0	30,785
7.25 IN. SAW (CRAFT.)	0:36	3	12,740
7-ELEVEN	0:06	0	1,160
SFI	3:55	0	52,955
SHELL	0:37	0	12,670
SHERWIN WILLIAMS	4:59	0	64,620
SHETLER FORD	0:36	0	6,950
SHORE STOP	0:18	0	3,480
SIEMENS	0:02	0	1,075
SILVERADO (CH.)	2:52:41	68	2,495,420
SIMPSON	1:03:46	0	864,140
S-LINE	0:06	0	1,160
SMITH TRANSPORT	0:03	0	580
SMITHFIELD	0:03	0	580
SNAP-ON TOOLS	19:01	0	244,415
SONY	0:21	0	4,055
SOUTH POINT	2:38	0	72,625
SPARCO	7:03	0	81,650
SPEARS MANFCTRG.	0:36	3	12,750
SPECTRACIDE	6:15	0	72,405
SPECTRUM	0:02	0	1,075
SPEED51.COM	0:09	0	1,735
SPEEDI-DRY	0:00	15	28,950
SPEEDTV.COM	3:45	18	78,160
SPDWY. MSPTS., INC.	0:21	0	4,060
SPEEDZORB	0:00	3	5,790
SPORTCOM	0:04	0	2,155
SPRETZER	0:06	0	1,160
SPRINT	1:19:29	161	1,729,830
SPRINT.COM/SPEED	0:44	0	13,325
SQUARE D	0:03	0	580
STANLEY	6:03	0	70,080
STANT	32:39	0	487,940
STAR	4:13	0	50,220
STARTEK	0:12	0	2,320
STARTER	0:09	0	3,810
STATE FARM	16:38	10	591,090
STATER BROS.	7:24	0	238,940
STRUTMASTER.COM	0:03	0	580
SUBWAY	9:35	4	330,035
SUGARBUSH	0:03	0	580
SUMMERFEST	0:03	0	580
SUNOCO	2:32:56	5	2,233,995
SUPER FRESH	0:39	0	7,535
SYLVANIA	0:21	0	4,050
T-6	0:12	3	8,105
TARGET	5:22	0	63,540
TD	0:09	0	1,740
TEAM REALTREE	1:57	0	22,590
TEAMONION.NET	0:03	0	580
TECH-NET	0:03	0	580
10 IN. ORB. BUFFER	2:00	6	34,740
10.5 IN. A. JT. PL. (C.)	1:36	3	24,320
TEXASMTRSPWY.CM	1:24	0	16,225
THEBARNHLGRP.CM	0:10	0	3,315
THETFORD	0:30	0	7,860
"T. WK. IN NASCAR"	1:30	21	57,900
308 (FERRARI)	0:00	3	5,790
360 OTC	0:05	0	1,655
3IN1 AC. SPCT. (C.)	2:42	9	48,635
3M	11:52	0	147,150
THREEWIDELIFE.CM	2:07	0	36,255
THRTTLTHRDS.COM	0:51	0	9,860
TIDE	0:06	0	3,230
TIME WARNER CBL.	7:54	0	91,600
TISSOT	4:15	0	51,310
TONYSTWRT.COM	0:10	0	5,385
TORK	0:03	0	580
TORO	0:48	0	9,275
TCH. OF GR. (JFM)	2:40:15	36	1,925,170
TOYOTA	10:38:49	776	11,328,435
TOYOTA TRUCKS	56:56	0	821,735
TOYOTA.COM	0:30	0	16,155
TOY.COM/CERT.	24:09	0	329,465
"TRACKSIDE"	2:33	12	52,690
TRACKPASS (NAS.)	0:00	6	11,580
TRD	2:00:01	14	1,750,515
TRIAD	0:24	0	4,630
TUMS	26:30	0	731,390
TURTLE WAX	2:06	0	24,320
20 VT. RC. SAW (C.)	2:27	9	45,740
U.S. ARMY	0:04	0	2,150
U.S. MARINES	0:00	3	5,790
U.S. NAVY	0:00	6	11,580
UNDER ARMOUR	0:03	0	580
UNITED	0:03	0	580
UNITED ARTISTS	0:46	0	24,745
UNIV. OF KS. HOSP.	0:18	0	3,480
UPS	13:22	0	261,850
VALVOLINE	1:00:26	15	795,770
VANS	3:48	0	64,730
VERIZON WIRELESS	1:12	0	13,915
VICTORY MTCYCL.	34:57	0	404,720
VISA	1:51	0	21,455
WACHOVIA	0:34	0	18,290
WASTE MNGMNT.	0:06	0	1,160
WATERLOO	0:03	0	580
WD-40	0:06	0	1,160
WHAYNE CAT	0:24	0	4,630
WHELEN ENGIN.	25:22	12	531,775
"WIND TUNNEL"	3:27	24	86,265
WINDBREAKER	1:01	3	18,955
WINEGUARD	0:50	0	12,415
WIX FILTERS	1:11:31	0	1,086,540
"WRK-L. I. T. C. L."	6:27	42	155,745
WRANGLER	0:39	0	7,530
WRANGLER (GDY.)	17:51	0	241,905
WYLER	0:00	3	5,790
XM SAT. RADIO	2:37:09	0	2,178,585
YELLOW TRANS.	0:28	0	15,075
ZAXBYS.COM	2:34	0	37,330
ZMAX	6:06	0	70,655
TOTAL:	137:34:10	5,649	$129,365,280
559 AS&E SPONSORS			

Team Sponsors

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
A&J CONCRETE	0:22	0	11,845
ADOBE RD. WINERY	3:22	0	52,805
AIR FORCE	44:41	50	750,120
ALBERTSON'S	23:06	30	360,710
AMER. COM. LNS.	1:16:10	47	1,008,180
ANNEXUS GRP., T.	0:39	3	13,315
AQUADUCK	5:24	0	174,365
ARRINGTON ENG.	3:06	0	35,895
ASI LIMITED	8:32	0	114,025
ASP. & EMLS. (ERG.)	3:30	0	40,550
AUTISM SPEAKS	28:34	6	594,500
AUTISMSPEAKS.ORG	7:01	16	195,715
BARNHILL GRP., T.	4:48	0	76,300
BL. FLNWDR. DODGE	2:24	0	27,795
BOBCAT	24:18	9	298,930
BRYDEN MOTORS	0:12	0	2,315
CAMPING WORLD	4:57:46	170	4,187,040
C. BURGER'S DODGE	0:02	0	1,075
CARS, TRKS. & RVS	0:10	0	5,380
CIRCLE BAR	50:39	26	844,660
COLEMAN	5:33	0	64,290
CON-WAY FRGHT.	2:18:50	73	1,962,480
CONSTRUCT CORPS	46:04	17	638,870
CONTACT SERVICES	0:27	0	5,215
COPY WIZARD	1:06	0	12,745
COWEN TRUCK LINE	3:33	0	55,620
CRASHEDTOYS.COM	1:24	3	22,005
CROCS	26:57	15	407,375
CRN. DOD. OF FYTV.	6:36	3	82,230
CURTIS KEY PLUMB.	1:21	9	33,010
D. PORTER TRK. SLS.	3:45	9	60,820
DEX IMAGING	0:42	0	8,110
DIVERSIFD. PRTNRS.	2:29	3	58,025
DODGE MTRSPRTS.	7:35	4	110,070
DOLLAR GENERAL	3:48	0	44,040
DUCK HEAD FTWR.	4:50	6	188,395
DUDMAN GROUP	0:30	0	5,790
ENERGIZER	5:09	0	59,660
ERGON	24:10	18	320,190
EXIDE BATTERIES	46:47	18	610,440
FARMPAINT.COM	1:09	3	19,105
FEDERATED AU. PTS.	3:05	0	79,885
FIBER FUEL	1:27	0	16,790
FONE GEAR	1:58	0	34,515
FONEGEAR46.COM	0:50	0	22,765
FORD PSD BY INT'L.	45:00	15	643,385
GEICO	13:17	10	299,495
GEORGIA BEEF BRD.	1:00	3	17,370
GERMAIN MTR. CO.	5:22	0	63,530
GERMAIN TOYOTA	7:03	0	81,650
GLADSTONE DODGE	2:03	0	23,755
GODADDY.COM	54:21	39	704,795
GUNBROKER.COM	17:26	34	315,215
"HM. F. T. HL" (HCL)	0:33	3	12,160
HARRIS TRKNG. CO.	12:14	6	211,995
HTHCLF. CAT LITTER	1:21	6	27,215
HT&S MULCH PROD.	1:33	0	17,950
HYPRENE (ERGON)	59:33	3	701,840
IDEAL DOOR	16:08	0	231,070
INT'L. BRGS. BR. ASC.	11:00	9	144,785
JASPER ENGINES	2:38	0	33,260
JOURNEY (DODGE)	0:51	0	9,845
KANSAS JAYHAWKS	1:42	0	19,690
KINETICO WTR. SYS.	1:27	3	22,580
LAFFERTY PERFORM.	2:15	0	26,060
LANDMARK DODGE	0:12	0	2,320
LENSTOLER.COM	1:42	0	19,700
LINE-X	2:06	3	30,125
LLS.ORG	1:06	0	12,735
LUMBER LIQDTRS.	4:31:12	164	3,789,710
MLCLMSN. CONS.	9:52	6	127,255
MAXXFORCE	43:42	23	723,145
M. BN. SL. EV., T. (T.)	5:48	6	78,745
McGUIRE-NICHOLAS	7:21	0	85,120
MELLING ENG. PTS.	4:56	2	112,085
MELLING PERFORM.	0:57	0	11,000
MELLING SELECT	3:43	4	80,455
MENARDS	1:07:30	37	962,345
METTEL	1:12	0	13,895
MICC. RES. & GAM.	2:22:38	45	2,193,245
MLR. EL. MFG. CO.	4:04	0	54,695
MITLR. BR. MA. & TL.	0:09	15	30,685
MOBIL DELVAC OILS	5:28	0	176,570
MONACO CCH. CO.	2:03	3	29,545
NASHVL. MUS. CITY	0:51	0	9,850
NATIONRIDES.COM	24:15	9	298,290
NICHOLSON GROUP	13:41	6	224,605
NITROFILL	0:06	0	1,160
NRTHRN. TL. + EQ.	2:19:39	66	1,956,265
NOS ENERGY DRK.	1:13:13	23	1,167,900
OPTIMAXX (BRNG.)	2:57	0	34,180
PEAK	4:34	3	60,075
PILOT TRVL. CTRS.	8:27	6	109,465
PIT INST. & TRNG.	23:45	0	275,155
PIT-NOW.COM	14:48	15	200,415
PITTSBURGH PNTS.	1:30	0	17,370
PTMKN. RVR. DODGE	3:12	0	39,145
Q (QUAKER STATE)	16:27	2	327,580
RASCAL FLATTS	3:03	6	46,915
RED BULL	1:40:21	45	1,321,700
RED RIVER DODGE	1:27	0	16,805
REDHRSRCNG.NET	4:33	0	75,495
ROAD LOANS	43:42	6	528,100
ROADLOANS.COM	1:30	0	17,375
ROCKSTAR	2:30	3	34,750
RV SALES (C. WD.)	1:47:57	42	1,331,385
RVS.COM	2:31:23	26	2,126,210
SAMUEL METALS	0:48	0	9,270
SAN BERN. CTY.	21:12	28	758,700
SHARK EN. DRK.	15:38	3	284,900
SHELOR MTR. MILE	0:06	0	3,225
SHELOR.COM	0:02	0	1,075
SHOPHEMI.COM	1:54	0	22,005
SPITZER DODGE	1:33	3	23,750
SUBURBAN DODGE	1:09	0	13,320
SUPER CLEAN	7:54	0	91,550
TAHOE SMOKELESS	32:59	15	542,205
TEAM ASE	1:19:03	75	1,246,765
THREE WIDE LIFE	5:57	4	200,200
TIM SHORT DODGE	2:51	0	33,030
TOY. CRT. US. VEH.	1:45:45	42	1,541,905
TUNDRA (TOYOTA)	4:30:24	184	4,182,470
V FOUNDATION	0:15	3	8,685
VEMMA	2:06	3	30,115
VERTIS	2:48	0	32,450
VFW	39:28	26	890,520
WESTERMAN CO.	3:09	0	36,500
WRAP IT UP!	1:09	0	13,325
WRPITUPVWP.CM	0:18	0	3,475
WYLER.COM	47:56	44	734,775
ZAXBY'S	2:29:33	85	2,204,065
ZURICH	4:12	0	48,640
TOTAL:	54:59:19	1,750	$49,036,090
132 TEAM SPONSORS			
GRAND TOTAL:	192:33:29	7,399	$178,401,370
691 SPONSORS			

2008 NASCAR CRAFTSMAN TRUCK SERIES
MID-YEAR REPORT

Other Entities

OTHER ENTITIY	IN-FOCUS EXPOSURE TIME	MENTIONS	$ VALUE BASED ON COST PER :30
ACADEMY AWARDS	0:00	2	10,765
ALL STAR CHAL.	0:09	3	7,525
ALL STAR RACE	5:12	39	135,495
ALL STAR WEEKEND	0:00	15	28,950
ARCA	2:36	150	319,615
ASA	0:00	3	5,790
ATL. MTR. SPDWY.	36:12	149	742,730
ATLANTA, GA	0:12	18	37,055
BILL DAVIS RACING	4:38	82	228,495
B. BALLEW MTRSPTS.	4:45	50	228,855
B. HAMILTON RCNG.	1:40	33	154,820
BRIDGEVL. FIRE CO.	0:03	0	580
BRISTOL MTR. SPWY.	1:24	14	50,135
BROOKLYN, MI	3:39	6	53,845
CALIFORNIA SPDWY.	7:29	74	481,565
CALVARY EPISC. CHR.	0:18	3	9,265
CHARLOTTE CTS 200	6:54	0	79,910
CHARL. FIRE DEP.	0:06	0	1,160
CHARL. MTR. SPWY.	21:57	96	470,545
CHARLOTTE, NC	3:27	21	80,505
CHILI BOWL	0:00	3	5,790
CIGAR CITY MSPTS.	0:00	3	5,790
COL. NAT'L. SPWY.	0:57	3	16,790
CONCORD, NC	9:09	3	111,760
CUP SERIES	26:50	177	1,027,995
D. EARNHARDT, INC.	0:00	3	5,790
DALLAS, TX	0:00	6	11,580
DAVIDSON COLLEGE	0:54	14	104,435
DAYTONA 250	0:00	6	11,580
DAYTONA 500	2:35	19	101,810
DAYT. BCH. POL. DP.	0:00	3	5,790
DAYTONA BEACH, FL	0:00	19	50,485
DAYT. INT'L. SPWY.	1:04:57	384	1,793,820
DENTON COUNTY	7:30	0	86,930
DERRIKE COPE, INC.	0:00	3	5,790
DOVER CTS 200	10:48	0	125,065
DOVER INT'L. SPWY.	43:03	180	846,025
DOVER, DE	6:27	6	86,270
DRIVE FOR AUTISM	0:06	3	6,950
DUEL AT DAYTONA	0:18	9	20,850
ELDORA SPEEDWAY	0:00	6	11,580
FT. C. AU. RAC. 2008	0:30	6	17,370
FDNY RACING	0:18	0	3,475
FIRST BAPTIST CH.	0:21	3	9,845
FLEMINGTON SPWY.	0:00	3	5,790
FONTANA, CA	1:20	15	113,455
FORMULA 1	1:24	30	74,110
FORT WORTH, TX	14:06	15	192,330
GTWY. INT'L RCWY	0:00	3	5,790
GEORGETOWN UNIV.	0:00	4	21,535
GERMAIN RACING	8:04	31	195,395
GRACEWAY MIN.	0:00	3	5,790
GRAND-AM RD. R. S.	0:00	3	5,790
HAMPTON, GA	4:03	9	64,270
HENDRICK MSPTS.	0:00	11	28,135
HMSTD.-MI. SPWY.	0:00	18	34,740
HT MOTORSPORTS	2:27	3	34,165
I AM INDY	0:27	0	5,210
I'M THE NRA	0:06	0	1,160
I-70 SPEEDWAY	0:12	3	8,105
IMSA	0:00	3	5,790
INDIANAPOLIS 500	0:00	6	11,580
IND. RCWY. PARK	0:00	3	5,790
INDIANAPOLIS, IN	0:00	3	5,790
INDY LIGHTS	0:12	0	2,315
INDY RAC. LEAGUE	0:33	3	12,160
INDYCAR SERIES	2:42	6	42,875
JR MOTORSPORTS	0:51	6	21,425
JTG RACING	0:56	0	13,570
KANSAS 150	0:39	3	13,315
KANSAS CITY, KS	3:24	9	56,740
KANSAS SPWY.	22:57	229	731,940
KENTUCKY SPWY.	20:36	180	586,060
K. HARVICK, INC.	14:11	89	389,205
KEY MTRSPRTS.	1:23	0	16,715
K. BUSCH FOUND.	0:00	6	11,580
KYLE BUSCH MSPTS.	0:45	3	14,475
LAG. SECA RCWY.	0:30	6	17,370
LAS VEG. MTR. SPWY.	0:12	3	8,105
LATE MODEL SERIES	2:04	29	121,340
LKMIA. & LYMP. SOC.	0:36	3	12,740
LIME ROCK PARK	0:00	3	5,790
LOUDON, NH	0:00	3	5,790
MAJOR LGUE. BSBL.	0:22	0	11,845
MANSF. COR. INST.	0:00	3	5,790
MANSF. MSPTS. PK.	42:30	395	1,292,745
MANSFIELD, OH	4:45	30	112,905
MRTNSVL. HI. SCHL.	0:18	2	20,455
MARTINSVL. SPWY.	26:05	232	1,624,025
MARTINSVILLE, VA	2:56	9	132,835
MEMPHIS MSPTS. PK.	29:54	9	363,745
MEMPHIS, TN	6:33	15	104,800
M. WALTRIP RACING	0:00	3	5,790
MICH. INT'L. SPWY.	21:18	189	611,445
MICHIGAN USA	2:00	0	23,200
MILWAUKEE 200	0:45	6	20,265
MILWAUKEE MILE	30:03	291	909,735
MILWAUKEE, WI	0:00	18	34,740
MODIFIED SERIES	0:00	24	46,320
MONACO GRD. PRIX	0:00	6	11,580
MRG. DLR. MSPTS.	0:06	29	64,035
MOTOR MILE SPWY.	0:00	3	5,790
MTR. RAC. OUTRCH.	1:21	11	47,910
MRD MTRSPRTS.	0:06	6	12,740
NASCAR	61:23:23	1,227	53,716,570
NASHVL. SPSPWY.	4:42	36	123,905
NCTS 200	1:45	3	26,055
NCTS 250	20:39	12	262,285
N. HMP. INT'L. SPWY.	0:33	6	17,950
NFL	0:00	3	5,790
OHIO 250	20:51	33	305,135
PETTY ENT., INC.	0:00	3	5,790
PHNX. INT'L. RCWY.	1:03	15	41,110
PIKE'S PK INT'L. RWY.	0:57	0	11,000
POCONO RACEWAY	5:12	69	193,385
PONONO, PA	0:00	3	5,790
POW MIA	1:30	0	17,370
PRCA	0:21	0	4,055
PRO CUP SERIES	0:00	3	5,790
RACEWAY MIN.	0:12	2	17,225
R. MOSS MTRSPRTS.	0:45	12	31,840
RED HORSE RACING	22:28	57	489,695
R. CHILDRESS RAC.	0:15	0	2,895
RCHMD. INT'L. RWY.	0:57	3	16,790
ROCKNGHM. SPWY.	0:00	18	34,740
ROUSH FNWY. RAC.	9:45	110	367,345
SHELBY CNTY. SHRF.	0:00	3	5,790
SHOOTOUT, THE	0:00	3	5,790
SIX HRS. AT T. GLEN	0:00	3	5,790
SO. BOSTON SPWY.	0:00	3	5,790
SPARTA, KY	5:21	15	90,905
SPEEDWEEKS	0:51	2	20,605
SPORTS CAR SERIES	0:30	18	40,530
SS GRN. LIGHT RAC.	0:00	3	5,790
ST. LOUIS, MO	0:00	6	11,580
STOCKS FOR TOTS	0:00	9	17,370
TALLDGA. SPSPWY.	0:36	40	97,960
TEAM PENSKE	1:54	0	22,035
TEXAS MTR. SPWY.	59:06	317	1,303,435
TEXAS STADIUM	0:12	3	8,105
THORSPORT RACING	9:31	15	169,535
TRG MOTORSPORTS	22:43	21	338,195
TRUCK SERIES	4:53:22	1,070	6,688,955
U.S. HOCKEY LGUE.	0:00	3	5,790
ULTRA MTRSPRTS.	0:00	9	17,370
UNIV. OF MICH.	0:00	3	5,790
USAC	0:00	6	11,580
VIRG. INT'L. RCWY.	0:00	9	17,370
VIRGINIA VFW	0:08	2	15,070
WTKNS. GLEN INT'L.	0:51	0	9,845
WEST ALLIS, WI	14:21	15	195,190
WINCHESTER 400	0:00	3	5,790
WISC. ST. FAIR PARK	0:48	15	38,230
WOOD BROS. RAC.	0:46	21	61,125
XPRESS MTRSPRTS.	0:12	3	8,110

2008 Mid-Year Event Summary

DATE	EVENT	LOCATION	NETWORK	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
2/15	CHEVY SILVERADO 250	DAYTONA BEACH, FL	SPEED-LIVE+2	14:32:29	630	$11,316,895
2/23	SAN BERNARDINO COUNTY 200	FONTANA, CA	FOX-LIVE/ SPEED-TD	8:51:50	334	18,972,975
3/7	AMERICAN COMMERCIAL LINES 200	HAMPTON, GA	SPEED-LIVE+2	13:44:36	456	10,430,355
3/29	KROGER 250	MARTINSVILLE, VA	FOX-LIVE/ SPEED-TD	13:49:36	276	28,276,120
4/26	O'REILLY AUTO PARTS 250	KANSAS CITY, KS	SPEED-LIVE+2	15:33:09	600	11,966,500
5/16	NORTH CAROLINA EDUCATION LOTTERY 200	CONCORD, NC	SPEED-LIVE+2	16:00:00	840	12,740,165
5/24	OHIO 250	MANSFIELD, OH	SPEED-LIVE+2	13:27:54	537	10,395,040
5/30	AAA INSURANCE 200	DOVER, DE	SPEED-LIVE+2	15:26:00	585	11,854,420
6/6	SAM'S TOWN 400	FORT WORTH, TX	SPEED-LIVE+2	15:59:36	654	12,376,940
6/14	COOL CITY CUSTOMS 200	BROOKLYN, MI	SPEED-LIVE+2	12:49:27	522	9,918,875
6/20	CAMPING WORLD RV SALES 200	WEST ALLIS, WI	SPEED-LIVE+2	23:30:39	783	17,850,745
6/28	O'REILLY 200	MEMPHIS, TN	SPEED-LIVE+2	14:12:15	555	10,942,860
7/19	BUILT FORD TOUGH 225 PRESENTED BY THE GREATER CINCINNATI FORD DEALERS	SPARTA, KY	SPEED-LIVE+2	14:36:18	627	11,359,480
	FIRST-HALF TOTALS: 13 EVENTS		37 B'CSTS.	192:33:29	7,399	$178,401,370

LEGEND:

LIVE+ = LIVE PLUS NUMBER OF REPLAYS
TD+ = TAPE DELAY PLUS NUMBER OF REPLAYS